

# Every Day People Judge You by Your Nails



Have they the beauty they so easily can gain?

**"H**OW beautifully turned out, how correct," you thought—until you caught a glimpse of her nails.

Then, "Shocking!" you said to yourself.

And that one glimpse of her carelessly groomed hands left an impression that you never forgot.

Do you realize how easy it is to keep your nails lovely—so lovely that you know even the most critical eye can find nothing but immaculate perfection?



This method is the secret of the perfect, even cuticle of many fashionable women

The secret of beautiful nails lies in the care of the cuticle. This is the most important part of a manicure. Cutting the cuticle, or forcing it back with a sharp instrument, are the causes of most ragged, unkempt nails. The more you cut the cuticle the faster it grows. It becomes tough, thick, and hangnails appear.

You can keep your nails lovely without injuring the cuticle. The Cutex way of manicuring will keep them always dainty.

Cutex is a harmless cuticle remover developed after years of experiment. Applied to the cuticle, it keeps the base of the nail smooth, firm, crescent-like. It maintains the even, regular curve which Nature intended it to have.

Cutex Cuticle Remover, Nail White, Nail Polish and Cold Cream are each 35 cents. The Cuticle Remover comes also in 65 cent bottles.

Wrap a little cotton around the end of an orange stick (both come in the Cutex package), dip it into the bottle of Cutex and work it around the base of the nails, gently pushing back the cuticle. Instantly the dry cuticle is softened. Wash the hands, pushing back the cuticle with a towel. The surplus cuticle will disappear, leaving a firm, even, slender nail base.

If you like snowy white nail tips apply a little Cutex Nail White underneath the nails directly from its convenient tube. Finish your manicure with Cutex Nail Polish. For an especially brilliant, lasting polish, use Cutex Paste Polish first, then the Cutex Cake or Powder Polish.

If your cuticle has a tendency to dry and grow coarse, apply a bit of Cutex Cold Cream each night. This cream was especially prepared to keep the hands and cuticle soft and fine.

Give yourself this manicure regularly. Make it as much of a habit as keeping your shoes shined. You will find that it is no trouble. It takes only about fifteen minutes a week to give your nails this complete manicure. But do not neglect this duty. Do not do it one week and forget it the next. It is

true that one Cutex manicure makes your nails look lovely, but you cannot keep them well groomed by irregular care. Give your nails a Cutex manicure *regularly*.

Give your nails a few minutes' care once or twice a week, depending on how fast your cuticle grows, and they are always lovely. You can get Cutex in any drug or department store in the United States, Canada and in any chemist shop in England.



A little squeezing of this tube—and your nail tips will stay snowy white

**Six complete manicures for 20 cents**

For twenty cents we will send you the Cutex Introductory Manicure Set, not as large as our standard set but containing enough of the Cutex preparations for at least six complete manicures. Use the coupon below. Address Northam Warren, 114 West 17th Street, New York City.



MAIL THIS COUPON WITH TWO DIMES TODAY

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Dept 859, 114 West 17th Street, New York City	
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